CASE STUDY

Medtronic

Creating 1,200 Banners in 7 Days for Medtronic

How we helped digital advertising agency Space150 deliver a huge campaign in record time for their client, Medtronic

STRATEGY • CREATIVITY • DESIGN • PRODUCTION • MAINTENANCE

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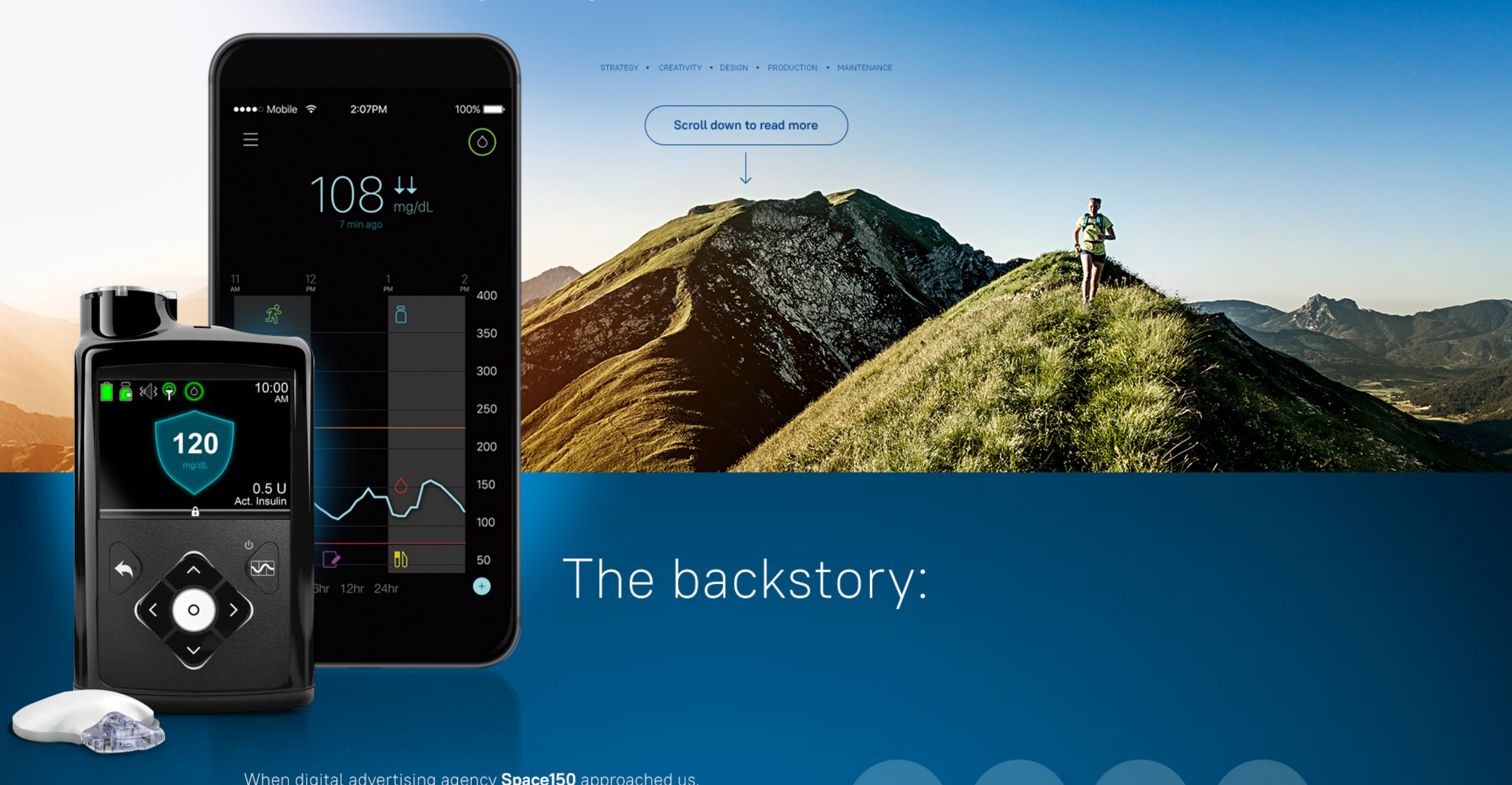

The backstory:

When digital advertising agency **Space150** approached us, they'd been tasked with producing a massive banner ad campaign for their client **Medtronic**.

Creative direction · Multi-channel · Tight timeline · High volume

Medtronic + DIGITALAND

Medtronic wanted to test a variety of messaging, images and calls to action as they built awareness for their diabetes management solutions.

Space150 knew **Digitaland** was experienced with producing large scale campaigns. Could we help develop the concepts and turn around 1,200 banners...in one week?

Cohesive look · Pixel perfect · High-impact

Project Stats

7	1200	16
Days turn time	Banners	Creative concepts

Services we've provided

- High volume banner production
- Creative assets production
- Creative direction

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Producing precision at scale

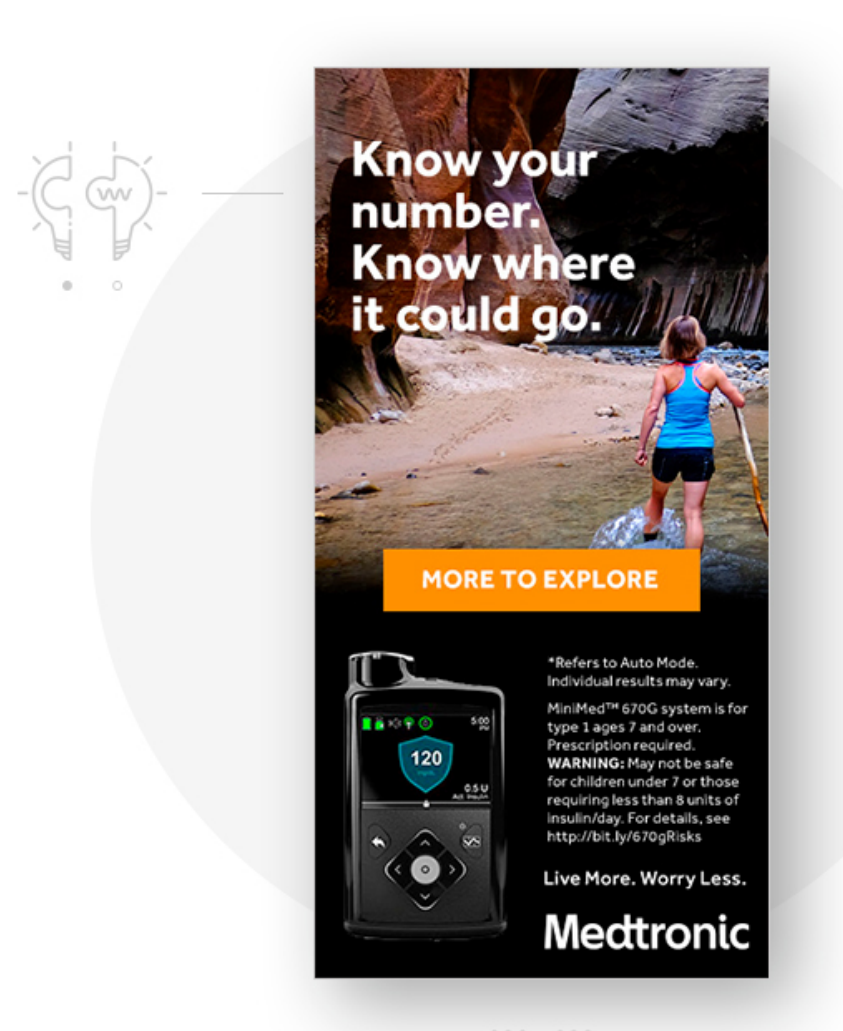
Developing eye-catching concepts with compelling messaging – that was the easy part. The challenge with this campaign was each ad's differing content. Creating all the different iterations would require a lot of time intensive manual edits (Time we didn't have with the 7-day deadline looming.)

We needed to find a different way to quickly edit and export the creative files, so we could avoid the unavoidable errors that crop up with high-volume manual edits and exportations.

Brainstorm session turns into problem-solving

After analyzing the project, we realized that while the content of each ad changed, the basic structure of the ad was the same in each variation. A lightbulb came on. We could use template-based automation to solve the "large-scale exportation without the errors" dilemma.

Know your number. Know where it could go.
MORE TO EXPLORE
Live More. Worry Less.
Medtronic



Maintaining file integrity with some out-of-the-box thinking

First, we created a basic Photoshop template for each ad size. Then we built a Photoshop plugin that could change the content of each template with a config file. That meant we could guarantee the consistency of each piece of creative, since every ad was generated from the same base template.

Fast-tracking bulk edits

The plugin-based approach was brilliant for another reason: if the client wanted to make a change, we just updated the config file and let our custom Photoshop plugin handle the rest. Edits that would have taken hours (or days) were implemented instantaneously.

Fast-tracking

custom plugin

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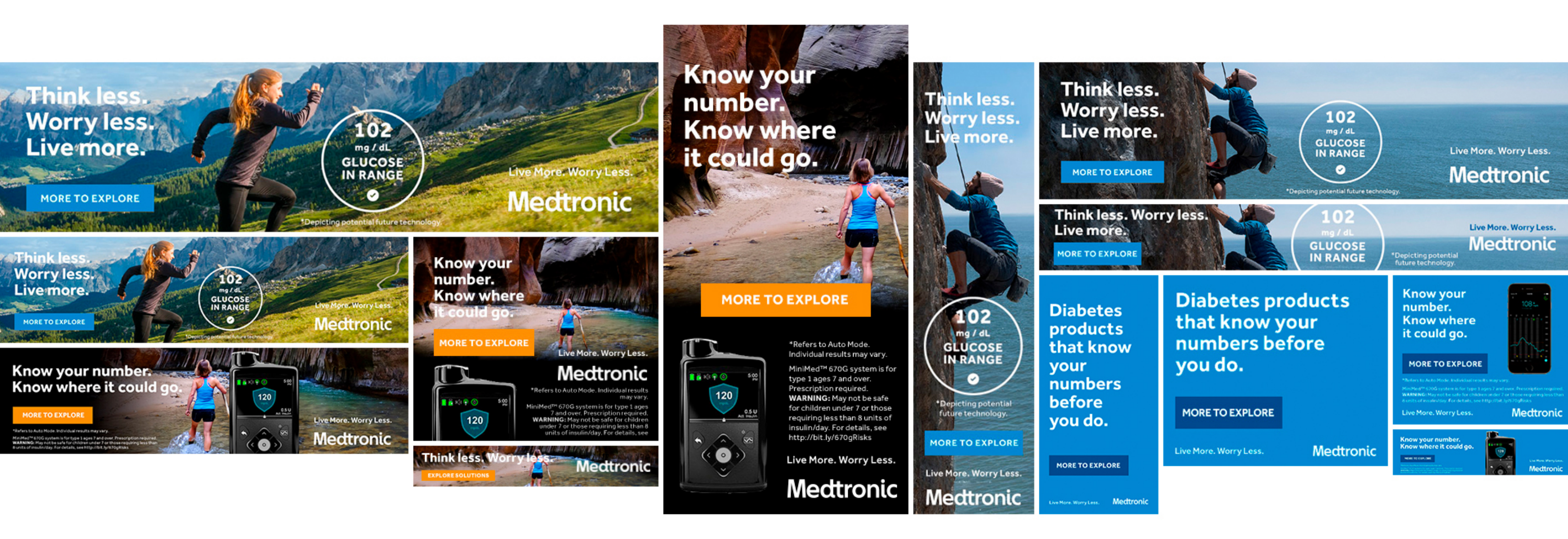
Think less. Worry less. Live more.
102 mg / dL GLUCOSE IN RANGE
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Live More. Worry Less.
Medtronic
Know your number. Know where it could go.
Diabetes products that know your numbers before you do.

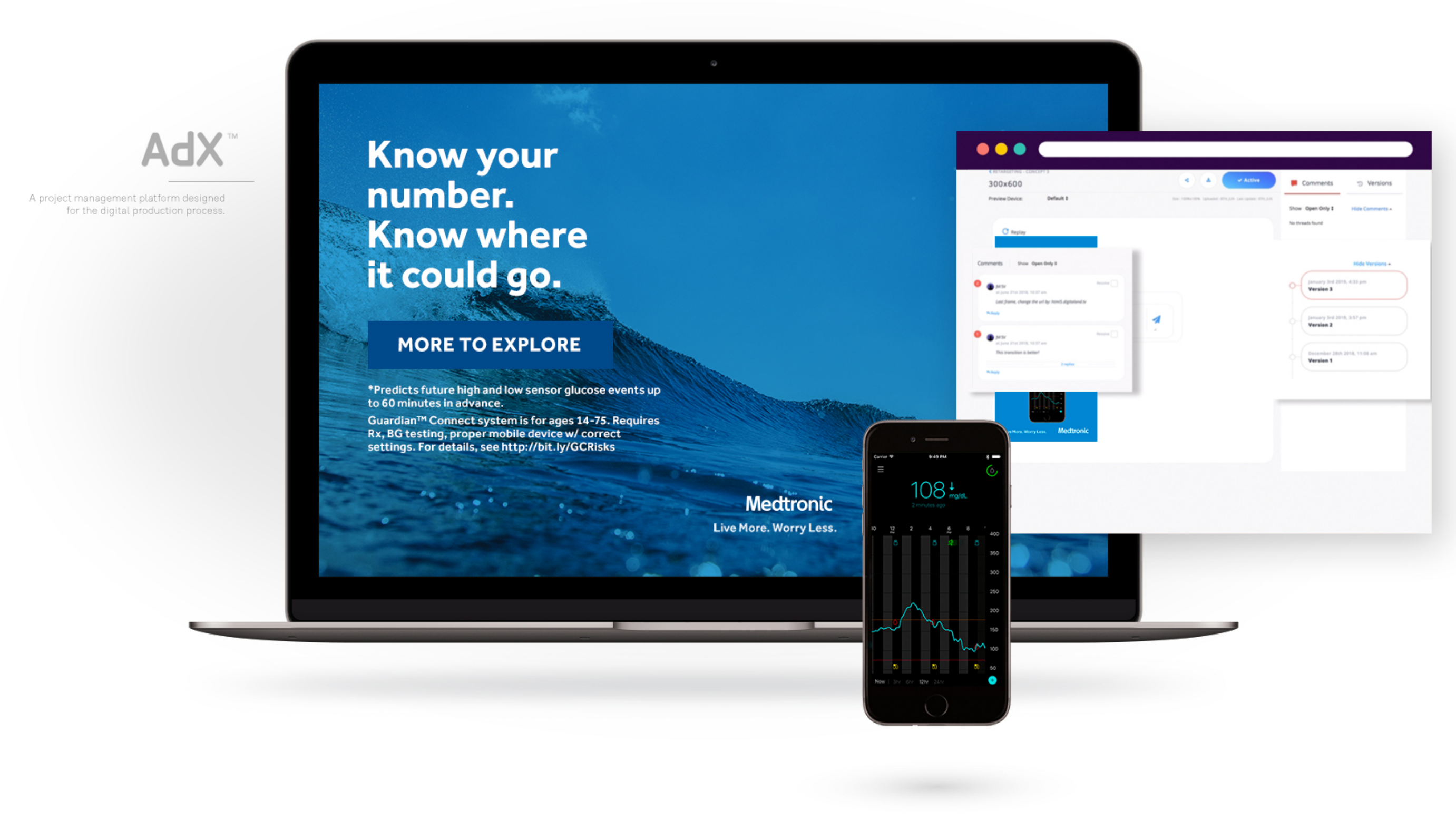
Automation and technology deliver big in bulk

When it comes to bulk production and tight timelines, there's no room for experimenting. A robust framework and proven process are crucial to hit launch timelines.

Automation and custom scripts – and teams that are capable of envisioning and developing them - help reduce errors, speed up production and tackle bulk revisions. That's one reason we were able to help **Space150** and **Medtronic** deliver a large-scale campaign on such a tight timeline.

Clarity simplifies production from concept to launch

Another reason we were able to deliver 1,200 banners in 7 days was because **Space150** provided a clear, straightforward brief, and then delivered the assets we needed to hit the ground running.


AdX™
A project management platform designed for the digital production process.
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300x600
Comments
Versions

*Predicts future high and low sensor glucose events up to 60 minutes in advance.
Guardian™ Connect system is for ages 14-75. Requires Rx, BG testing, proper mobile device w/ correct settings. For details, see http://bit.ly/GCRisks

Delivering pristine creative at scale, on a deadline

When you're gearing up for a campaign launch, there's no room for errors, especially when you have a client to answer to. We knew we needed to deliver flawless creative so Medtronic could launch an effective campaign, and to help our client (Space150) look good to their client.
Our process is field-tested and has proven itself time and time again. We know the challenges that come with bulk production, and we've built a system that's successfully delivered thousands of pieces of creative for clients.
Since Digitaland handles everything in-house with a dedicated design, development and copy team, that also means faster delivery times and less hands-on management time for our clients.

Get your digital production done fast and right

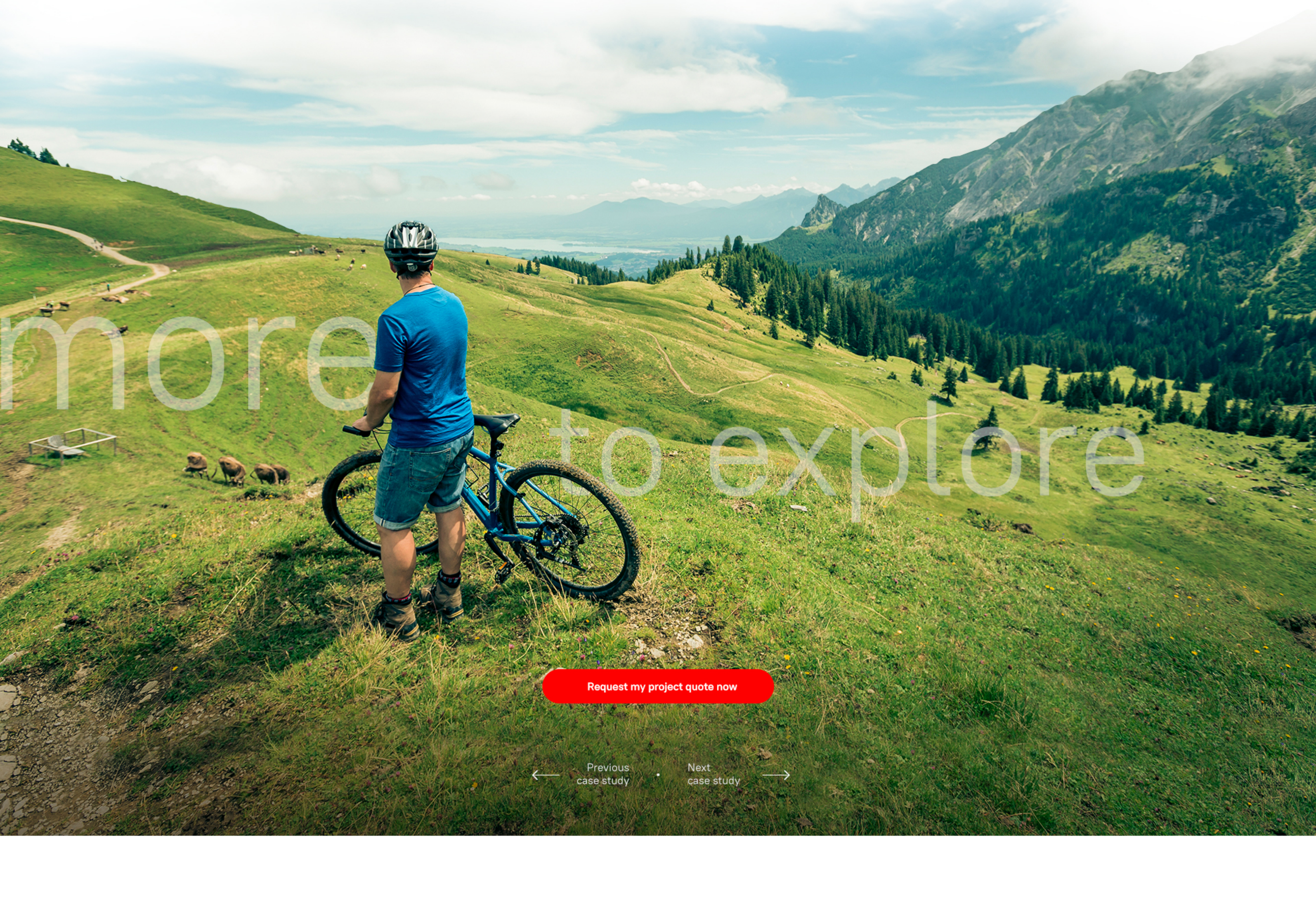
Digitaland is your on-demand digital production team. We do it all, so you don't have to.

Creative direction
Copy, design strategy & development

Digital production
HTML5 banners, emails, landing pages & more

Project management made easy
Get real-time updates & more on our AdX platform.

Quickly review
all your creative assets side-by-side with our Animation Compare tool.



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